MESSAGE

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Good evening, ladies and gentlemen. I hope everybody had a very fruitful and insightful conference.

When Sarah [Domingo Lipura] first approached us about collaborating with them for this conference, I could honestly say that I was very enthused with the idea. After all, it made perfect sense to involve our Department in this conference. Whenever we teach classes in media studies or media theory, or even during informal discussions over lunch, it would seem almost inevitable that it would include discussions on Korean television or film, music, or food. When we talk about issues of globalization, flows of content, and creative expressions of cultural discourse, Korea would always offer a fine example, something that many of our students could definitely relate to.

However, when it got to the point where we were asked if some of our faculty were interested in presenting anything, I realized that this was an area that none of us had done any significant work on. I assure you this was not something deliberately ignored from our end—perhaps, this may be attributed to the fact that our awareness on the impact of Korean media was not as extensive as we would hope it to be.

This is why I am glad that the Ateneo Initiative for Korean Studies (AIKS) is now here, because finally, we have a group in the University that will continuously push for the significance of Korean scholarship in academia. I hope that your presence in the University would inspire more students, and faculty, to pursue this as an area of research, because as this conference has
already established, the role that Korean Studies plays is something that cannot and should not be ignored. (In fact, our Department will be holding a disaster communication conference in July, and one of the most interesting papers we received was a study on the Korean public’s collective response on the media’s reporting of the April 16’s Korean ferry disaster.)

So on this note, I would like to congratulate the Ateneo Initiative for Korean Studies for holding this very important conference, and I am hopeful that this will lead to more substantial discussions on the crucial role played by Korea as a truly powerful force in global discourse. Thank you very much and a pleasant evening to all.